

An Autopsy on Bargain Ads.

Continued from page 1

a still more astonishing experience with the store's methods. He attempted to purchase and take with him one of the Carr's Melton "rings," although it was a grotesque misfit, explaining that he would have it made over by his tailor. The Simpson-Crawford people flatly refused to sell it to him. They didn't propose to lose their bait! No wonder the correspondent whose letter I have quoted above jocosely refers to "Simpson-Crawford's, the Store for Simps!"

Regular \$4.00 Walkover Shoes for \$2.85. Men's and Women's Styles; all Sizes: The Buying Opportunity of the Year.

Thus the offer by a now defunct store. Now, the Walkover is a standard shoe. It sells at standardized prices and carries the implied guarantee of a well known manufacturing concern with a reputation to conserve. When you find it advertised below cost, look out for something queer. In this instance the "joker" lay in the fact that every shoe in the sale was a "second." There was some defect of workmanship or material. Not one pair of "Regular \$4.00 Walkover Shoes," as stated in the newspaper announcements, was to be found in the lot. And the proof is that in every pair was the little mark put there by the Walkover factory to indicate that the goods were not perfect. The Walkover Company sold the goods honestly for what they were, and so indicated; the department store retailed them dishonestly for what they were not, thereby injecting just so much poison into its own shoe selling system.

"JOKER" OMITTED IN STORE "AD"

20,000 Pairs Ladies' Silk Stockings: Fine Gauge: Value \$1.35: 6 Pairs, \$5.50: \$1.00 per Pair.

Looks attractive, doesn't it, Mrs. Shopper? But there's a trifling omission in it. The value would be \$1.35 if the stockings were perfect. They weren't. Throughout the whole lot there was a little circle of "off" color near the knee of the stocking. Of course, the average purchaser didn't discover this until she put on the stockings, and the shop people didn't consider it politic—or, perhaps, consistent with the preservation of their jobs—to mention the fact. But the autopsy shows that it is just that little streak of dye in the goods and lie in the advertisement which makes it a dead advertisement.

Said another announcement (now deceased) in loud, clear print:

\$1.00—Extra Value Neckwear—\$1.00.

These are the identical neckties which we have been selling for \$3.00 apiece.

So they were. But the offer in print neglected to say—and it was of this neglect that it died—that the ties were of knitted silk. Knitted silk neckwear has so passed out of favor that \$3.00 worth of it in 1913 would be hardly worth a dollar now. The "Extra Value" was not, in fact, there. Consequently many potential customers were drawn to the sale by false representations, at least one of whom will not again be fooled by any word of that particular shop.

Special—For Monday Only.

Three Button Fine Kid Gloves

\$1.15 — \$1.15 — \$1.15

One Day Only at This Price.

"One Day Only" was literally true. The whole offer was literally true. It was also absolutely dishonest. It produced the impression of a special reduction. The opposite was the fact. For that Monday the price of the gloves was \$1.15. On the following Tuesday, and on all succeeding days, the price was \$1.05. Only ten cents difference; but that dime sufficed to kill the advertisement. Also it killed, in the minds of those who discovered how they had been gulled, confidence in the store's future "bargains."

Contrast this with an early winter sale of fur-lined men's overcoats, widely advertised by another store. This was advertised as a "one day only" sale. Early in the morning following the sale day the wife of a friend of mine attempted to buy one of the coats at the advertised sale price.

"Yes; it's the same coat we advertised, madam," said the clerk;

WOMEN IN PET AS MEN HEED FAIR MORMON AIDS



Gertrude Phelps Edna Crowther

Mormon Missionaries

Daughters of Utah Invade Ridgewood Section of Brooklyn Seeking Converts—Door to Door Campaign Causes Woe Among Wives of Residents.

Fascinating disciples of Utah's prophet have dumfounded the Ridgewood section of Brooklyn by their activities in the Mormon cause. At least, the women residents are dumfounded and even horrified. If the emotions extend to the male inhabitants they conceal their feelings successfully. Which, of course, adds to the dismay and horror. From door to door the engaging missionaries ply their trade. If the man or a man of the house answers their ring, there is sure to be a cozy chat, in the course of which the advantages of the Mormon religion are set forth. Miss Gertrude Phelps and Miss Edna Crowther are the Mormon scouts. Miss Phelps lives in Salt Lake City and Miss Crowther in Mesa, Ariz. It will be eighteen months before they see home again. For that length of time they will be engaged in the preliminary work of converting New York. Of course, if they finish their work before the time limit expires they will probably get permission to return.

Their presence in this city is said to be a part of the Mormon activity that has developed here since the outbreak of hostilities in Europe necessitated the recall of many Mormon missionaries. Once they have established a welcome in a household they make several calls, each time instilling a few attractive Mormon doctrines. When they believe that the time is ripe they turn the household over to an elder of the church. He takes up the work where the young women left it and endeavors to make the conversion complete.

"But I'm sorry to say you're a day too late and we shall have to charge you the regular price."

"But I never supposed that stores meant what they advertise," she protested. "We do," said the salesman.

The woman told of her experience at a dinner party where I was present.

"And now, I suppose, you'll never go to that store again," commented a fellow guest.

"Why not?" said the other. "I've found a store whose advertising I can believe. From now on they get my trade."

Mme. Irene Corsets—To Close Out, We Have Cut Prices in Two—

Marked Down from \$10 to \$5.

Corsets of that particular make, in good condition, are a real bargain at the price. Attracted by the offer, a woman of my acquaintance bought a pair. Within ten days she wished that she hadn't. All the garters proved to be of bad rubber. She returned the goods. To her surprise and wrath the store refused to refund or exchange. The head of the department, being appealed to, explained that the "reduced" articles were not from their regular stock (though the advertisement plainly implied that they were), but were a large supply brought in every year for that special sale. So far as this particular woman is concerned, the advertising influence of McCreery's is seriously impaired. Though she had been trading there for years, and receiving fair treatment, that one experience offset all the rest. "Once stung, twice shy," to modernize the proverb slightly. Never again will she feel full confidence in a McCreery "bargain."

Picture the following lines in type far too large for my limited space and of a super-Ethiopian blackness:

DELICATE AND EXQUISITE GOWNS.

For Afternoon and Evening Wear, Including Imported Models.

Values up to \$125.00; Now \$35.00.

Minds exist, one must suppose, so elastic that they can stretch themselves to take in even this sort of absurdity. And it is apparently to these mental contortionists that such extremes of incredulity are addressed. "Values up to \$125.00!" Well, there was in that sale one single garment which might when new have been priced, by an effort of imaginative genius, at \$125.00. It was a 46 bust. Bargain seekers of this ample dimension are sufficiently rare, so that the store was fairly sure to be able to preserve its one "ringer." As for the other "imported" dresses, they were imported from Long Island City, decorated with forged French labels procured on 24th Street by the roll, and sold at a fat profit when the store got \$35.00 for them.

A few more instances and the autopsy is finished.

Women's \$15 Raglan Sleeve Raincoats. \$6.75.

Only one thing was wrong with these raincoats. They leaked.

Pure Linen Handkerchiefs, 30 cents apiece; \$3.00 a dozen.

The linen was pure as far as it went. It went only to the edge of the border. The body of the handkerchief was cheap cotton.

Blouses—The Dressiest and Smartest of the Late Models at 50% Reduction.

The blouses in this sale were neither smart nor were they late models. They were the rag-end of left-over, shopworn and soiled stock, eked out with cheap wares specially bought for the occasion.

Genuine French Kid Gloves, \$1.30; Regular Price, \$2.00.

Seconds and defectives, every one; sold without the maker's name on them, because no maker would put out such goods over his own trademark.

So much for the "hornet" type of advertisement, which, stinging the public far and wide, poisons its mind against all endeavor to sell goods through the agency of the printed word. Along with each item here cited has been printed a great deal of honest advertising by the same stores which offended in the instances given above. Therefore, it would appear, there are still many merchants in New York who touchingly hold to the belief that one can successfully sell rotten apples and sound apples from the same counter and by the same methods. Over the top of these grouped offers might appropriately run this legend, borrowed (with credit) from recent issues of the papers:

REMOVAL CLEARANCE SALE.

The actual caption is being used by a Broadway department store which is purposing to move uptown. When is it to move? Perhaps in a year. Hardly much sooner. The building which occupies the "removal sale" store's newly purchased site was not yet torn down when the advertisement first appeared. How long, in the opinion of Arnold, Constable & Co., can a removal sale be conducted before the removal, and still fool an easily gullible public?

"Advertising is losing its pulling power," wall the purveyors of truth-marked-down-fifty-per-cent, who are responsible for the hornet brand of advertising. No, gentlemen; advertising isn't losing its pulling power. You're wrong on the word. To advertise means, in its original and radical signification, to inform. Your ads do not inform. They misinform. Mis-advertising, not advertising, is losing its pulling power.

A lie always weakens under the test. The truth stands. Honesty is the soundest practice, in print as well as in policy.

BILLY SUNDAY TO AID PASTORS CURB SIN HERE

Clergymen Will Invite the Evangelist to Storm "Bedevilled City."

HIS MEETINGS MAY 'DYNAMITE NEW YORK'

Soul Saving Work Reviewed at Protestant Conference.

"Billy" Sunday is to be invited to hold a campaign in this city.

This decision was reached at an informal meeting of Protestant clergymen held yesterday in the Marble Collegiate Church, Fifth av. and 29th st. Following enthusiastic talks by ministers and laymen, who told of Sunday's success in Scranton and Philadelphia, a vote was taken on a resolution introduced by James M. Montgomery, a member of the Collegiate Church. Of the 400 clergymen and lay members present, only one voted against the proposal to bring the ballplayer-evangelist here. This was Dr. James A. DeJoy, of the People's Baptist Church of Port Richmond, Staten Island.

Mr. Montgomery's resolution read: "Resolved, That it be the sense of the meeting that Mr. Sunday be invited to come to greater New York and vicinity, and that the chairman of this meeting have the power to appoint a committee of eight, which can be increased if he sees fit, to take the necessary steps if satisfactory arrangements can be made." This was seconded by the Rev. Edgar W. Work, of the Fourth Presbyterian Church. The Rev. Dr. Charles L. Goodell, of St. Paul's Methodist Episcopal Church, presided at the meeting.

Preachers Happy Over Plans.

The ministers were enthusiastic over the prospect of a visit from Sunday, and the chief difficulty was whether his territory should be confined to Manhattan or should include the greater city and neighborhood.

M. C. Shayne, secretary of the executive committee of the Philadelphia campaign, now in progress, told of the necessary preparations to be made. He said that Sunday was not guaranteed a cent in the Quaker City, but took only the last collection of the series, and added that the former ballplayer would not come here unless he knew he could do a bigger work than was possible in any other city. He has calls which extend beyond the next two years, and will go where he can reach the greatest number of people.

According to Mr. Shayne, prayer meetings were held in 5,000 Philadelphia homes for a month before the actual services began. He said that a campaign in New York would cost upwards of \$50,000. This, he added, should be prepared to hold 15,000 prayer meetings, and the plans must be begun at least six months before Sunday starts his work here.

Sunday Hailed as Prophet.

Five men from Scranton, three clergymen and two laymen, told of the Scranton meetings in which 17,000, 80 per cent of the men, "hit the trail" early last year. Of the 4,055 who joined the Methodist church, 88 per cent are still loyal, said Rev. M. S. Goddard, of the Asbury Methodist Episcopal Church. Seven churches have been enlarged, and the sale of beer in Lackawanna County has decreased more than 21,000 barrels in the half year following the meetings.

"Billy" Sunday, continued the clergymen, "can furnish the stick of dynamite to be placed under the structure of New York City. He is a prophet of God for his day and age."

The ministers and laymen who attended the meeting were amused and touched by the testimony of Al J. Saunders, a Scranton business man.

"The Sale which may never occur again"

The GORHAM Co.

announces the continuance of its important Sale of Sterling Silverware

at reductions of 25% to 60%

In 33 years this is the first and only sale of its kind announced by The Gorham Co., and it is hardly conceivable that it will be duplicated in 33 years to come. As it is, only the changing of the Gorham wholesale distributing center from New York to Providence accounts for our holding this sale at all.

And it is very obvious that you who read this can never expect so long as you live, to enjoy so unique an opportunity of buying celebrated Gorham Silverware so advantageously as now.

The GORHAM Co.

Silversmiths and Goldsmiths
Fifth Ave. and 36th St.—Second Floor
Also at 15-17-19 Maiden Lane—Main Floor

who exhibited himself as the "finished product of Sunday's work." "I am a credulous," he said, "and I went to hear him on a bet. But Billy certainly put it over on me—a thing nobody else could do for twenty years. He told me where to get off at and said I was a booze-fighter."

Saved, Says One Man.

"He hurt my feelings, but he did me good. I was down, but not quite out, but he got me. And all you fellows," he declared, "put together can't stop him from coming, whether New York wants him or not. He's going to make a lot of you fellows sick, but you'll soon get over that."

Dr. T. W. Bull, pastor of the orthodox First Presbyterian Church, of Scranton, said that before Sunday's visit he had a building with marble floors, a beautiful marble pulpit, and even marble elders. "Some of our members," he added, "had the Lord on their visiting lists, but we never had to have any policemen to keep the people from filling the church. But now our membership has increased, and the membership of my Bible class has jumped from 15 to 700."

A committee of Jersey City clergymen has been selected to go to Philadelphia on February 11 and invite Sunday to hold a campaign there. The Rev. James Parker, of the Second United Presbyterian Church, is chairman.

Evangelist's Thrusts Upheld.
South Orange, N. J., Jan. 25.—The Rev. David De Forest Burrell, a son of Dr. David James Burrell, of the Marble Collegiate Church, of Manhattan, has issued a circular letter to his congregation, composed mostly of wealthy New York commuters, in which he upholds "Billy" Sunday's thrusts at poor little bedevilled New York."

Paterson, N. J., Jan. 25.—The tabernacle planned for the Sunday meetings, scheduled to begin in this city next

WIFE THEFT CHARGE BY SHAW UPHELD

Court Decides Indictment of Darling in Love Tangle Must Remain.

That "little tango party" in December, 1913, at which Mrs. Robert Marsden Shaw, wife of a Broad st. broker, met Richard Darling, the twenty-four-year-old president of the Acme Safe Company, is not over yet. Judge Platt, at White Plains, yesterday denied a motion to dismiss an indictment charging Darling with "stealing" the broker's bride.

It was less than eight months after the Shaw's wedding day that Mrs. Shaw met Darling. The very next evening Mrs. Shaw, her husband says, dined with Darling. Seven days after the tango party she disappeared entirely, and finally was trailed to a roadhouse in White Plains, where she and the young financier, it is alleged, had been guests for a week. Shaw brought suit for \$50,000 for alienation of his eighteen-year-old wife's affections. Darling was arrested, charged with violating the Mann white slave law. Then Mrs. Shaw brought suit to have her marriage annulled, but failed. Last November Shaw sued Mrs. Edith B. Lyall, his mother-in-law, for \$20,000, alleging alienation of his wife's affections.

\$30,000 Promised Us, if We Can Raise an Equal Amount in 30 Days!

The Servants of Relief for Incurable Cancer, at work for the past seventeen years for destitute victims of the disease, have received a brilliant offer of \$30,000.00 from a great friend of the poor, if another \$30,000.00 can be raised in thirty days.

St. Rose's Free Home, City, built in 1912, still carries a great mortgage of \$60,000.00, and the above total is, if obtained, to be devoted to paying off the debt. The Sister-Nurses will do their utmost, in any way that does not require tags and automobiles, to bring their splendid opportunity to the knowledge of their friends and new benefactors, that the month may be tropically fruitful in generous help.

Any donations given should be sent to the Superioress of the house still struggling to pay mortgage-interest: Mother M. Rose Huber, O. S. D., St. Rose's Free Home, 71 Jackson St., New York. There are always between 60 and 80 men and women patients in this fine new Home by the East River. Visitors are most welcome. Many nationalities and creeds are represented among the inmates, but disaster has made them like members of one family.

MOTHER M. ALPHONSA LATHROP, O. S. D.
The Servants of Relief for Incurable Cancer,
Hawthorne, Westchester County, New York

Pity, deeper than the grave,
Sees beyond the death we yield,
Faces of the young & brave
Hurled against us in the field,—
Cannon fodder, they must come.
We must slay them, & be dumb;
Slaughter, while we pity, then
Most implacable enemies.
Father, Lord
Both in life & spirit, our prayer.

Alfred Noyes wrote out for a woman reporter this stanza of his reply to Lissauer's "Song of Hate"—while Mrs. Noyes was washing her hair.

A dual interview with England's foremost young poet and his charming wife.

Woman's Page—To-morrow

The Tribune

Order from Your Newsdealer To-day